



## Deadline Approaching for Alice in Dairyland Applications

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MADISON – For over six decades, Wisconsin has selected an Alice in Dairyland as the state's agricultural ambassador. In 2012, the 65<sup>th</sup> Alice in Dairyland will be chosen. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds interested individuals that application materials must be submitted to DATCP as directed on the application by 4:30 p.m. on Friday, January 13, 2012.

Alice in Dairyland travels about 40,000 miles across the state and surrounding areas to promote Wisconsin's agriculture industry through media interviews, speeches and school presentations. Alice in Dairyland is a one-year contractual position of DATCP and is headquartered in Madison. This position receives a \$40,000 annual salary, reimbursement of professional travel expenses, use of a state-owned vehicle for official business, reimbursement for an individual health insurance premium up to \$450 a month, and holiday, vacation and sick leave.

Alice in Dairyland hopefuls need to be able to demonstrate knowledge of Wisconsin's agriculture industry; have public speaking experience; have completed education or training in communications, marketing or public relations; and be able to plan and execute public relations, marketing or media campaigns. Applicants must be female and at least 21 years of age.

To apply, an application, cover letter, resume, three professional references and a summary of qualification must be submitted by the deadline. Qualified applicants will have preliminary interviews in February. Finalists will be named in March, and the 65<sup>th</sup> Alice in Dairyland will be selected at the conclusion of the three-day Finals, May 17-19, 2012, in Grant County. The professional hired will begin working full-time beginning June 4, 2012.

The position description and application are available at [datcp.wi.gov/Business/Alice\\_in\\_Dairyland](http://datcp.wi.gov/Business/Alice_in_Dairyland). For questions or more information, contact Nicole Breunig, Alice in Dairyland Program Manager at [nicole.breunig@wisconsin.gov](mailto:nicole.breunig@wisconsin.gov) or 608-224-5080.

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